

sample
A Unique
Experience
In Menthol



New PARLIAMENT Menthol Lights

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Kings Box 11 mg "tar," 0.9 mg nicotine, 100% 13 mg "tar,"
0.9 mg nicotine av. per cigarette by FTC method

DETACH HERE

8530303377617394

Mr. John Q. Sample
Apt.XYZ
1234 Any Street
Anytown, US 12345-6789

Keep The Offers Coming!

Throughout the year, we'd like to send you special offers and coupons. To help us get to know you better and find out what interests you, please fill out these simple questions.

Make any address changes in the space below

1. What is your regular brand, that is the brand you smoke most often?

2. Is your regular brand...? Regular/King Size 100s 120s

3. Is this regular brand...? Menthol Non-Menthol

4. Is your regular brand...? Full Flavor Medium Light/Mild

Ultra/Extra Low Tar Lowtar/Mg. Tar

5. Which of the following best describes you? Caucasian/White African American Asian Hispanic
 American Indian Other _____

6. What was the last grade of school you completed?

Grade School Some High School High School Graduate

Some College College Graduate

7. What income bracket do you fall into (before taxes)?

Under \$10,000 \$10,000 - \$13,999 \$13,999 - \$20,999

\$20,999 - \$29,999 \$29,999 - \$49,999 \$49,999 and over

We assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris. By entering this questionnaire and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and limited incentive items in the mail, subject to applicable state and federal laws.

Signature (required) _____

Birth Date (required) _____ / _____ / _____ Today's Date _____ / _____ / _____

Please complete and return by 8/31/96. Thanks!

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PML-001-MASS

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